

ABSTRACT

There is provided an economical product information display body A capable of increasing credibility of the product information and sufficiently assuring product reliability and safety at a low cost. The display body A is attached to a product and has a visible information display C relating to the product and invisible information identification means D. The invisible information identification means D is composed of an information presenting substance consisting of one or more elements emitting fluorescence when radiated by an electromagnetic wave of a particular wavelength range or a compound consisting of two or more elements or a substance including these elements or a compound. One or more information of the product information display by the visible information display is correlated to the information presenting substance.